

VOTER TURNOUT FOR THE LOCAL ELECTIONS

Indicative figures from Local Government NZ put voter turnout for the 2022 local government elections at an overall across the country of 40%. This voting behaviour breaks down to averages of 41% in Metro areas (down from 42% in 2019), 44% Provincial (down from 48% in 2019) and 49% Rural (down from 54% in 2019).

Our sample were slightly more engaged (which is expected from an online panel); 67% reported that they voted in October. Analysis clearly shows that voter turnout increases with age. Intention to vote in the general election is higher at 94% of our sample.

The reasons why people didn't vote in the local elections differed with age. For 15-34-year-olds awareness was the major problem. The 35-54-year-olds were more likely to have disengaged with the voting process, due to a lack of trust or just giving it a low priority in a busy life. The 55+ non-voters felt that they did not have access to enough information to make informed decision.

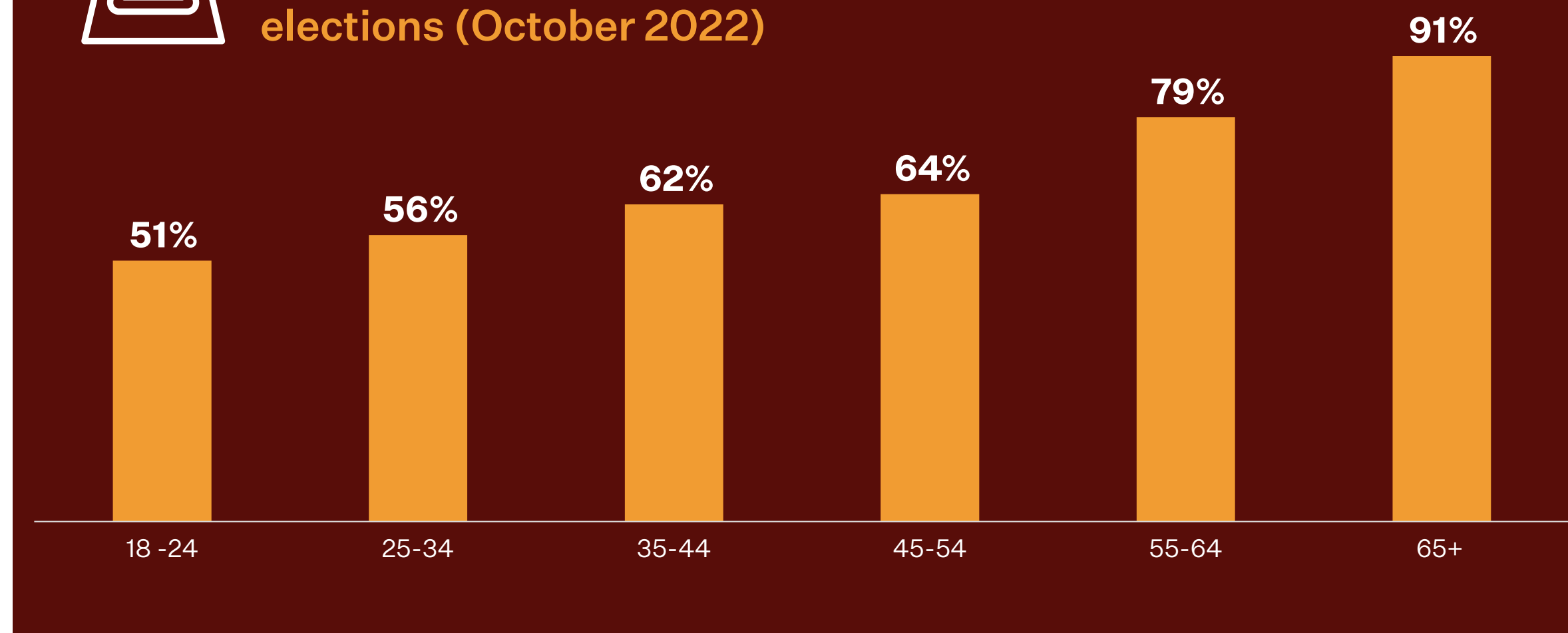
Awareness is definitely one of the problems and it seems a national campaign would go some way to help remedy this. The bulk of people thought it would be somewhat effective. The majority of those that thought it would not work to raise awareness identified that this is not the only issue when it comes to turning out. So, raising awareness is one thing but encouraging to vote will require a different strategy on top.

For more information get in touch with Liz Morley: liz@researchfirst.co.nz or visit our website for other key insights reports: <http://researchfirst.co.nz/insights/latest-insights/>

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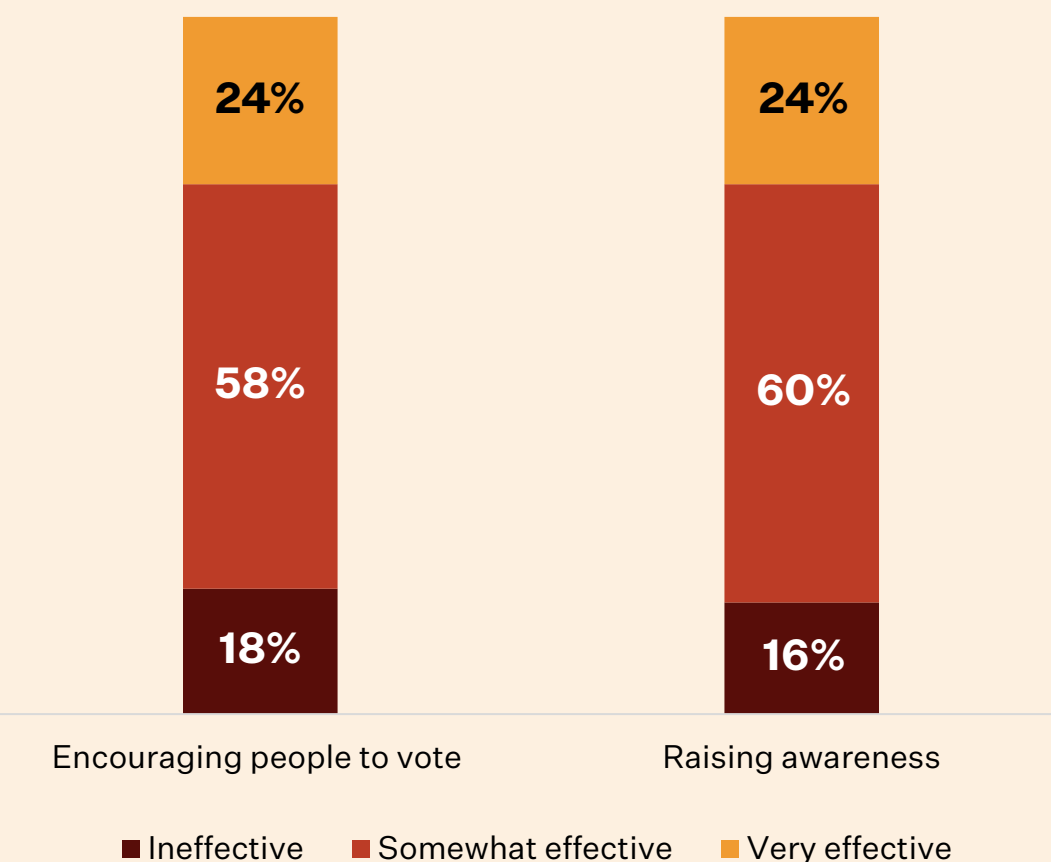
Voted in the most recent local elections (October 2022)



Why didn't you vote?

15-34	35-54	55+
<i>"I ran out of time to vote and didn't feel well informed enough to make the right vote"</i>	<i>"They're all idiots, doesn't matter who gets in as nothing will change"</i>	<i>"I didn't know these people." "Not worth voting for the people who stood"</i>
<ul style="list-style-type: none"> Awareness – didn't know it was happening, didn't know where to vote, didn't know when to vote, or knew but then forgot. Did not feel informed enough to make the right choice. Not enrolled in the right area (mail still going to parents' address). No one stood out. Ineligible to vote (age or residency status) 	<ul style="list-style-type: none"> Lack of trust in politicians. Belief it is not relevant. Lack of information on the candidates / unwillingness to make an uninformed decision. Forgot Too busy Didn't get the papers / lost the papers / want an online option 	<ul style="list-style-type: none"> Lack of information on the candidates No candidates appealed

How effective do you think a national marketing campaign to promote voting in local elections would be at raising awareness and encouraging people to vote?



Why don't you think it would work to raise awareness?

"People have busy lives and rarely watch tv or read newspapers so do not see this type of advertising"

"If people miss the local ads, they'll miss the national ones too"

"It doesn't localise the campaign and I think that issues need to be aligned to our community"